

ORDER

Orders
Order / Rev: 432400
Alt Order #:
Product Desc:
Estimate: 2675
Flight Dates: 10/17/16 - 10/23/16
Original Date / Rev: 10/12/16 / 10/12/16
Order Type: GENERAL
Primary AE: Carolina Patino
Sales Office: MIANT
Sales Region: National

Agency
Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd, Suite 505
 Fairfax, VA 22030
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Murphy for Senate
Demographic: A18-49
Product Codes: PL1 - Candidates
Priority: P-3
Revenue Codes: AGY, POL, CAND
New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/17/16	10/23/16	29	\$6,300.00	\$5,355.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	29	\$6,300.00	\$5,355.00	0.00
Totals	29	\$6,300.00	\$5,355.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Carolina Patino			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WCMQ	10/17/16	10/23/16	6a-10a M-F	CM	6a-10a M-F	22222--	1:00	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
				6a-10a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	22222--		10				\$225.00		0.00			
E 2	WCMQ	10/17/16	10/23/16	10a-3p M-F	CM	10a-3p M-F	11111--	1:00	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
				10a-3p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	11111--		5				\$200.00		0.00			
E 3	WCMQ	10/17/16	10/23/16	3p-7p M-F	CM	3p-7p M-F	22222--	1:00	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
				3p-7p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	22222--		10				\$225.00		0.00			
E 4	WCMQ	10/17/16	10/23/16	10a-3p SA	CM	10a-3p SA	-----1-	1:00	1	\$200.00	P-3	0.00	NM	1	\$200.00
				10a-3p SA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1-		1				\$200.00		0.00			
E 5	WCMQ	10/17/16	10/23/16	3p-7p SA	CM	3p-7p SA	-----1-	1:00	1	\$200.00	P-3	0.00	NM	1	\$200.00
				3p-7p SA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1-		1				\$200.00		0.00			
E 6	WCMQ	10/17/16	10/23/16	6a-10a SU	CM	6a-10a SU	-----1	1:00	1	\$200.00	P-3	0.00	NM	1	\$200.00
				6a-10a SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1		1				\$200.00		0.00			

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Alt Order #:
Flight Dates: 10/17/16 - 10/23/16

Advertiser: Murphy for Senate
Product Desc:
Estimate: 2675

WCMQ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WCMQ	10/17/16	10/23/16	3p-7p SU 3p-7p SU	CM	3p-7p SU	-----1	1:00	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	-----1	1		\$200.00		0.00						
													Totals	29	\$6,300.00

Murphy for Senate-SP



Station	WCMQ-FM	Buyer	Robin Osterhout
Market	Miami-Ft. Lauderdale	Email	Robin@screenstrategies.com
Flight Dates	10/17/2016 - 10/23/2016 (Est. 2675)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/17	Tue 10/18	Wed 10/19	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Total
6:00 AM - 10:00 AM	AM	/ M-F 60	/ \$225.00 \$2,250.00	/ 2	/ 2	/ 2	/ 2	/ 2			10
10:00 AM - 3:00 PM	MD	/ M-F 60	/ \$200.00 \$1,000.00	/ 1	/ 1	/ 1	/ 1	/ 1			5
3:00 PM - 7:00 PM	PM	/ M-F 60	/ \$225.00 \$2,250.00	/ 2	/ 2	/ 2	/ 2	/ 2			10
10:00 AM - 3:00 PM	S2	/ Sa 60	/ \$200.00 \$200.00						/ 1		1
3:00 PM - 7:00 PM	S3	/ Sa 60	/ \$200.00 \$200.00						/ 1		1
6:00 AM - 10:00 AM	U1	/ Su 60	/ \$200.00 \$200.00							/ 1	1
3:00 PM - 7:00 PM	U3	/ Su 60	/ \$200.00 \$200.00							/ 1	1
Station Totals			\$6,300.00	5	5	5	5	5	2	2	29

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WCMQ-FM	Date: 10/12/2016
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I, Screen Strategies Media,
 being/on behalf of: Patrick Murphy,
 a legally qualified candidate of the Democratic
 political party for the office of: U.S. Senate
 in the General
 election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$5,355.00

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/12/2016

Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title